

**City of Sunnyvale**  
**SUMMARY WORKSHEET**  
**2005 Proposed Study Issues**

**DEPARTMENT OF PARKS AND RECREATION**

| Item #     | Study Issue Title  | Hours<br>(Includes<br>hours from<br>departmen<br>ts and<br>consultant<br>s) | OCA<br>Hours | Staff<br>Recommendation |         |       |         | B/C<br>Rankings<br>(Identify name of<br>B/C below) |       |  |  |  |  |
|------------|--|---|--------------|-------------------------|---------|-------|---------|--|-------|--|--|--|--|
|            |  |   |              | For<br>Study            | No Rec. | Defer | Against | Pks&Rec  | Arts  |  |  |  |  |
| CONTINUING |  |   |              |                         |         |       |         |  |       |  |  |  |  |
| PRD-01C    | Update of Recreation Sub-Element and Open Space Sub-Element  | 1200  | 10           |                         |         |       |         |  |       |  |  |  |  |
| NEW        |  |   |              |                         |         |       |         |  |       |  |  |  |  |
| PRD-01     | Develop Exclusive Use Permit Policies for Sunnyvale Parks and Open Spaces  | 110   | 15           | X                       |         |       |         | 1  |       |  |  |  |  |
| PRD-02     | Explore the Costs and Benefits of Declaring the Second Saturday in August as “Family Day” and Open Recreation Facilities to the Entire Community | 40  | 0            |                         |         | X     |         | Defer  | Defer |  |  |  |  |
| PRD-03     | Feasibility of Developing Community Gardens for Use by Sunnyvale Residents   | 140   | 5            |                         |         | X     |         | Defer  |       |  |  |  |  |
| PRD-04     | Exploration of Youth and Senior Participation in Recreation Programs and Activities  | 500   | 10           |                         | X       |       |         | Defer  | Defer |  |  |  |  |
| PRD-05     | Consider New Policies to Reduce or Waive Fees for Community Use of City Recreation Buildings for Specific Types of Events                        | 75  | 10           |                         | X       |       |         | 3  | Defer |  |  |  |  |

| Item #                                 | Study Issue Title   | Hours<br>(Includes hours from departments and consultants) | OCA Hours | Staff Recommendation |         |       |         | B/C Rankings<br>(Identify name of B/C below) |      |  |  |
|--|---|--|-----------|----------------------|---------|-------|---------|--|------|--|--|
|  |   |  |           | For Study            | No Rec. | Defer | Against | Pks&Rec                                      | Arts |  |  |
| PRD-06                                 | Explore the Feasibility of Installing a Memorial for Sunnyvale Citizens and Employees Who Have Given Their Lives on Behalf of the City or Their Country | 145  | 0         |                      | X       |       |         | Drop   | 2    |  |  |
| PRD-07                                 | Explore Options for Reopening the Creative Arts Center Gallery  | 120  | 10        |                      | X       |       |         | 2  | 1    |  |  |
| <b>DEFERRED/BELOW THE LINE IN 2004</b> |   |  |           |                      |         |       |         |  |      |  |  |
| PRD-08                                 | Consider Ways Arts Commissioners Can Be More Involved in Selecting Public Arts Projects for Public Properties (deferred)                                | 50-70  | 5         |                      |         |       | X       |  | Drop |  |  |
| PRD-09                                 | Consider Hosting the California Senior Games (deferred)   | 250  | 10        |                      |         | X     |         | Defer  |      |  |  |
| PRD-10                                 | Potential Open Space Sports Field at Peterson Middle School Site (deferred – last ranked for year 2000)   | 820  | 30        |                      |         | X     |         | Drop   |      |  |  |
| PRD-11                                 | Update Arts Sub-Element (deferred)  | 800  | 10        |                      |         | X     |         | Defer  |      |  |  |

**PROPOSED COUNCIL STUDY ISSUE  
FOR "CONTINUING" ITEMS**

**For Calendar Year:** 2005

**Issue:** Update of Recreation Sub-Element and Open Space Sub-Element

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Recreation Sub-Element and Open Space Sub-Element

**1. What are the key elements of the issue?**

The Recreation Sub-Element was last updated in 1993; the Open Space Sub-Element was last updated in 1992. As a general practice, Sub-Elements are updated every five to ten years, depending on how much trends and other conditions in Sunnyvale have changed. An updating of the Recreation Sub-Element and Open Space Sub-Element would involve looking at recent census data and current studies of trends; evaluate success in meeting existing Sub-Element goals, consider whether the goals are still relevant and what modifications might be needed; and check for consistency with other City planning and policy documents. An update would also involve a needs assessment in the area of recreation and open space.

**2. Current Status:**

When City Council identified the "Revision of the City's Open Space and Recreation Sub-Elements" as a Study Issue it would like to see go forward in calendar year 2003, staff subsequently indicated it would be possible to begin this multi-year project in calendar 2003, with completion scheduled for 2004. It also identified the need for \$50,000 to complete the project.

However, given the need for budget reductions, staff recommended that appropriations for this project be reduced from \$50,000 to \$40,000. This *may* eliminate a certain amount of flexibility with regard to process (i.e., the scope of community input and/or the manner in which it is sought), but staff does not believe the quality of the end product will suffer as a result.

This change in appropriations was adopted by Council as part of the Capital Improvement portion of the FY2003/04 budget. At that same time, the timeline for this multi-year project was pushed out one year, with a new projected starting date of 2004 (workplan only), and a completion year of 2005. This Study Issue is on schedule.

3. Estimated work hours for the calendar year (use 5 or 8-hour increments)

(a) Estimated work hours from the lead department 600+

(b) Estimated work hours from consultant(s): 300

Identify source of funding and estimated cost of consultant hours: \$40,000 in Special Project #824090

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s).  
Please list below:

Department(s): Community Development 200

Department(s): Office of City Manager 100

Department(s): \_\_\_\_\_

Total Estimated Hours: 1,210+

Reviewed by   
Department Director

10-26-04  
Date

Approved by   
City Manager

11/9/04  
Date

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

Issue: Develop Exclusive Use Permit Policies for Sunnyvale Parks and Open SpacesLead Department: Parks and RecreationGeneral Plan Element or Sub-Element: Open Space Sub-Element**1. What are the key elements of the issue? What precipitated it?**

This issue is precipitated by the opening of a new open space designed for public gatherings (Downtown Plaza) and by staff's anticipation that there will be those seeking issuance of a permit for exclusive use of the facility for special activities and/or events, e.g. shows, concerts, speeches, rallies, sales, etc. Municipal Code Section 9.62.120 (see attached copy) dictates that City Council designates park facilities or areas within parks for which an exclusive use permit may be obtained. Furthermore, Council is to establish appropriate uses, capacities and time limits. If Council wishes to permit exclusive use of the Plaza (or portions thereof), then it needs to establish related guidelines for this new open space. However, it has been well over a decade since Council reviewed its "Exclusive Use Permit Guidelines" for all other park facilities. In fact, existing staff have no knowledge of such a document. This study would present existing practices for Council's consideration so that the "Exclusive Use Permit Guidelines" referenced by the Municipal Code could be included in Council's Legislative Policy Manual.

**2. How does this relate to the General Plan or existing City Policy?**From the General Plan Open Space Sub-Element:

POLICY A.2: Provide consistently high quality customer service through attractive open space, parks, and facilities which invite and facilitate public use.

A.2.c. Encourage responsible use of the open space system through positive public relations and communication.

POLICY C.4: Provide, develop and maintain Special Use Parks and Facilities.

C.4.c. Provide for a balance between general recreation uses and special interest uses in parks and facilities.

From the General Plan Recreation Sub-Element:

POLICY A.2. Encourage active citizen involvement in development and provision of Parks and Recreation programs, facilities, and services.

## DEVELOP EXCLUSIVE USE PERMIT POLICIES FOR SUNNYVALE PARKS AND OPEN SPACES

B.1.c. Work with other agencies and businesses in the provision of special events in roles including sole sponsor, co-sponsor, facilitator, or regional participant, thus involving a variety of people/organizations in the planning process.

## 3. Origin of issue:

Council Member(s): \_\_\_\_\_

General Plan: \_\_\_\_\_

City Staff: \_\_\_\_\_

Parks and Recreation

Board or Commission (identify name of the advisory body from the list below): \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Recreation Commission ranked this study issue 1 of 3.**

**Board or Commission ranking comments:**

The Parks & Recreation Commission ranked this study issue 1 of 3 for consideration in calendar year 2005.

4. Multiple Year Project? Yes No X Expected Year Completed 2005

## 5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 80

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 15

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s):

Department: Community Development 10

Department: Public Safety 10

Department: Public Works 10

**Total Estimated Hours:** 125

## 6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_\_ No X

## DEVELOP EXCLUSIVE USE PERMIT POLICIES FOR SUNNYVALE PARKS AND OPEN SPACES

(b) Does this issue require review by a Board/Commission? If so, please list below:

Yes X No     

(c) Is a Council Study Session anticipated?

Yes      No X

(d) What is the public participation process?

Public hearing at Parks and Recreation Commission and City Council Meetings.

**7. Cost of Study: Please mark appropriate item below.**

X Costs covered in operating budget – 601- Administration and/ or  
640- Recreation

     Costs covered by project - <project name>

     Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         |               |               |                |                 |                |
| Operating expenditure range       |               |               |                |                 |                |
| New revenues/savings range        |               |               |                |                 |                |
| Explain impact briefly:           |               |               |                |                 |                |

## DEVELOP EXCLUSIVE USE PERMIT POLICIES FOR SUNNYVALE PARKS AND OPEN SPACES

**9. Staff Recommendation for this calendar year:****“For” Study ☒ Explain:**

This Study Issue must be completed if the City desires to permit exclusive use of the Downtown Plaza for activities or events in accordance with the existing Municipal Code (see Attachment A.)

**“Against” Study ☐ Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

**No Recommendation ☐**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
**Department Director**

10-25-04  
\_\_\_\_\_  
**Date**

Approved by

  
\_\_\_\_\_  
**City Manager**

11/9/04  
\_\_\_\_\_  
**Date**



Chapter 9.62 PUBLIC PARKS

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**Section 9.62.120 Permit for exclusive use--Application--Standards.**

(a) A permit shall be obtained from the director for exclusive use of any park facility or area designated for such use by the city council.

(b) Application. A person seeking issuance of a permit hereunder shall file an application with the director. The application shall state:

- (1) The name and address of the applicant;
- (2) The name and address of the person, persons, corporation or association sponsoring the activity, if any;
- (3) The day and hours for which the permit is desired;
- (4) The park or portion thereof for which such permission is desired;
- (5) An estimate of anticipated attendance;
- (6) Any other information which the director finds reasonably necessary to a fair determination as to whether a permit should issue hereunder;
- (7) Whether or not a "system for amplifying sound" is proposed to be used and the purpose or purposes for which it shall be used.

(c) Standards for Issuance. The director shall issue a permit hereunder when he finds:

- (1) That the requested area of the park is available during the period for which the permit is requested;
- (2) That the expected attendance does not exceed the capacity established for the area of the park requested;
- (3) That the use for which the permit is sought complies with the use established for the area of the park requested;
- (4) That the applicant has met any time limit set by the city council for reserving the area of the park requested;
- (5) That if a "system for amplifying sound" is to be used, the use thereof will not interfere with or detract unreasonably from the general public enjoyment of the park or surrounding area;
- (6) That the proposed activity is not, in the judgment of the chief of the department of public safety, of a size or nature that would require the diversion of so great a number of public safety officers as to jeopardize the provision of fire or police protection to the remainder of the city.

For the purposes of subsections (2) and (3) above, the established uses and capacities for the several parks and areas of parks subject to exclusive use shall be those approved from time to time by the city council.

(d) Effect of Permit. Except as otherwise authorized by the director in writing, and subject to such reasonable conditions as the director may impose, a permittee shall be bound by all park rules and regulations and all applicable ordinances fully as though the same were inserted in the permits. (Ord 2685-01 § 3: Ord. 1686-73 § 1: Ord. 1553-70 § 2: prior code § 4-11.12).



**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New x

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Explore the Costs and Benefits of Declaring the Second Saturday in August as "Family Day" and open recreation facilities to the entire community.

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Recreation Sub-Element; Arts Sub-Element; Community Participation Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

This study issue would explore the pros and cons of opening the City's Recreation facilities to the entire community on the second Saturday in August each year and declaring this "Family Day." The key elements of this study would explore:

- The benefits to the community a "Family Day" could have;
- The impacts to the Community Recreation Fund;
- Hours of operation;
- The impact on a variety of facilities such as those operated under contract (Tennis Center and Fremont High School pool), specialized facilities (Senior Center, Golf Courses, Baylands Park) and facilities not normally open for general or drop in public use (Lawn Bowl Greens, Pottery Studio, and Dance Studio);
- The impact on recreation classes and facilities that participants register for and/ or reserve for their use and pay for in advance;
- The extent to which "Family Day" would be promoted.

**2. How does this relate to the General Plan or existing City Policy?**

From the Recreation Sub-Element:

Goal A: Manage a comprehensive parks and recreation program which remains responsive to public need, and delivers quality customer service.

Policy C.3. Utilize available pricing and promotional tools in order to maximize participation and/or use related to programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

C.3.d. Strengthen the use of sound promotional strategies related to programs, facilities, and services.

EXPLORE THE COSTS AND BENEFITS OF DECLARING THE SECOND SATURDAY IN AUGUST AS "FAMILY DAY"

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From the Arts Sub-Element:

D.1.a. Enhance the use of entrepreneurial strategies to strengthen the position of the Arts in the community and identify and reach new markets for arts programs and services.

Policy D.3. Utilize available pricing and promotion tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

D.3.b. Continue to use sound promotional strategies related to arts programs, facilities, and services.

From the Community Participation Sub-Element:

Policy 7.2B.3. Provide an environment which fosters a sense of positive identity on the part of citizens and staff.

7.2B.3a. Sponsor at least one special community-wide event each year.

**3. Origin of issue:**

**Council Member(s):**

Howe, Miller

**General Plan:**

**City Staff:**

**Board or Commission (identify name of the advisory body from the list below):**

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Arts Commission and Parks & Recreation Commission recommended deferring this study issue.**

**Board or Commission ranking comments:**

The Parks & Recreation Commission recommended deferral of this issue for study until after calendar year 2005. It was noted that the City would be in a better position to know the impacts of and priorities for new programs and events after the completion of the Recreation and Open Space Sub-Elements updates. The Commission also agreed that, given budget constraints and recent cuts, this is not an appropriate time to consider adding new services or programs.

The Arts Commission recommended deferral of this issue for study until after calendar year 2005.

EXPLORE THE COSTS AND BENEFITS OF DECLARING THE SECOND SATURDAY IN AUGUST AS  
"FAMILY DAY"

4. Multiple Year Project? Yes \_\_\_ No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 40

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 0

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 40

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No \_\_\_

Parks and Recreation Commission; Arts Commission

(c) Is a Council Study Session anticipated? Yes \_\_\_ No ☒

(d) What is the public participation process? Public participation would be provided through public hearings conducted by the Parks and Recreation Commission and City Council.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 640,642,644- Recreation

\_\_\_ Costs covered by project - n/a

\_\_\_ Budget modification needed for study – n/a

Explain below what the additional funding will be used for:

## EXPLORE THE COSTS AND BENEFITS OF DECLARING THE SECOND SATURDAY IN AUGUST AS "FAMILY DAY"

**8. Potential fiscal impact to implement recommendations in the Study if approved by Council, if any:** Depending on the number and type of facilities and programs that would be opened without charge to the public, the immediate impact would be a decrease in revenue to the Community Recreation fund. If all facilities including Golf and Tennis were to be available free of charge on Family Day, revenues would decrease to zero for that one day, while expenditures would remain the same, or possibly increase, in order to provide the staff to accommodate additional participation. The extent of this impact will be explored as part of the study.

| Mark a range for the items below:                       | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|---|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range                               | N/A           |               |                |                 |                |
| Operating expenditure range                             | N/A           |               |                |                 |                |
| New revenues/savings range                              | N/A           |               |                |                 |                |
| Explain impact briefly: (Please see explanation above.) |               |               |                |                 |                |

**9. Staff Recommendation for this calendar year:**

**"For" Study** \_\_\_ **Explain:**

**"Against" Study** X **Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

Given the current budget crisis, much of the Recreation Division is devoted to exploring ways to reduce expenditures and/or increase revenues. Under these circumstances, it is difficult for staff to recommend studies exploring additional costs and/or reduced revenues. This recommendation could obviously change in future years, should the economy recover.

**No Recommendation** \_\_\_

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by



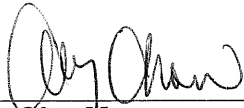
Department Director

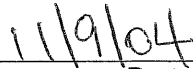
10-26-04

Date

**EXPLORE THE COSTS AND BENEFITS OF DECLARING THE SECOND SATURDAY IN AUGUST AS  
"FAMILY DAY"**

**Approved by**

  
**City Manager**

  
**Date**

**PROPOSED COUNCIL STUDY ISSUE**

For Calendar Year: 2005

New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Feasibility of Developing Community Gardens for Use by Sunnyvale Residents

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Parks and Open Space Sub-Element and Recreation Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

The idea of a Community Garden open to interested residents originated during the development of the Orchard Heritage Park Master Plan. (It was identified as a possible use of the site should the City ever find it impractical to maintain the orchard.) The City has traditionally provided a small number of garden plots at its Senior Center for use by seniors, but has never maintained a "community garden" for broader community use.

The suggestion for a Community Garden has sparked the interest of a local Master Gardeners group as well as a group called Sunnyvale Sustainable Gardening.

Key elements would include locating and establishing an appropriate space, and determine staffing requirements to manage the space and coordinate all the related gardening programs and activities associated with a Community Garden. These may include use of volunteers, space allocation and use, gardening techniques, types of plants, use of chemicals, watering schedules, and cost allocation.

**2. How does this relate to the General Plan or existing City Policy?**

From the General Plan Open Space Sub-element:

POLICY C.4: Provide, develop and maintain Special Use Parks and Facilities.

Action Statements:

C.4.c. Provide for a balance between general recreation uses and special interest uses in parks and facilities.

From the General Plan Recreation Sub-Element:

POLICY B.3. Foster and encourage partnerships with co-sponsored groups and outside funded groups in order to address the community's diverse recreational needs.



## FEASIBILITY OF DEVELOPING COMMUNITY GARDENS FOR USE BY SUNNYVALE RESIDENTS

POLICY D.1: Provide a balanced range of program choices to meet the diverse needs of the community.

## 3. Origin of issue:

Council Member(s): \_\_\_\_\_

General Plan: \_\_\_\_\_

City Staff: \_\_\_\_\_

Parks and Recreation

Board or Commission (identify name of the advisory body from the list below): \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Recreation Commission recommended deferring this study issue.**

## Board or Commission ranking comments:

The Parks & Recreation Commission recommended deferral of this issue for study until after calendar year 2005 noting that if staff and the Sunnyvale Sustainable Gardening group are successful in locating property for a garden and working out an agreement, this Study Issue may not be needed at all.

4. Multiple Year Project? Yes \_\_\_ No X Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 60(b) Estimated work hours from consultant(s) if applicable: 0(c) Estimated work hours from the City Attorney's Office: 5

(d) Estimated work hours from Finance: \_\_\_\_\_

(e) Estimated work hours from other department(s):

Department: Public Works 20Department: Community Development 60

Department: \_\_\_\_\_

Total Estimated Hours: 145

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes \_\_\_ No X

## FEASIBILITY OF DEVELOPING COMMUNITY GARDENS FOR USE BY SUNNYVALE RESIDENTS

(b) Does this issue require review by a Board/Commission? If so, please list below:

Yes X No    

Parks and Recreation Commission

(c) Is a Council Study Session anticipated?

Yes     No X

(d) What is the public participation process?

Public participation would be provided through public hearings conducted by the Parks and Recreation Commission, City Council and notification to groups such as the Master Gardeners, Senior Advisory Committee, and Sunnyvale Garden Club.

7. Cost of Study: Please mark appropriate item below. \$0

    Costs covered in operating budget - <program name>

    Costs covered by project - <project name>

    Budget modification needed for study – To be determined by study

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none             | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         | To be determined by study |               |                |                 |                |
| Operating expenditure range       | To be determined by study |               |                |                 |                |
| New revenues/savings range        | To be determined by study |               |                |                 |                |
| Explain impact briefly:           |                           |               |                |                 |                |

**9. Staff Recommendation for this calendar year:****"For" Study      Explain:****"Against" Study   X   Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

Staff is currently working with the group called, "Sunnyvale Sustainable Gardening," in an attempt to locate a suitable piece of property for use as a community garden. If successful, staff plans to present for Council's consideration a land use agreement whereby Sunnyvale Sustainable Gardening develops, maintains and operates a community garden in exchange for use of the land. Funding to assist with the development phase is available through a private source (Satterberg Foundation) and no Study Issue is required to continue pursuit of this option. Additional funding by the City and/or developing, maintaining or operating a community gardens with City staff would require a Study Issue and staff recommends against such a study this year due to workload and budget constraints.

**No Recommendation**

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

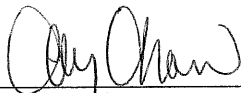


Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Exploration of Youth and Senior Participation in Recreation Programs and Activities**Lead Department:** Parks and Recreation**General Plan Element or Sub-Element:** Recreation, Arts, Socio-Economic, Community Participation and Fiscal Sub-Element**1. What are the key elements of the issue? What precipitated it?**

This Study Issue was precipitated during Council's consideration of the 2004 Study Issue on youth rates and accompanying RTC 04-170: Exploration of Youth Rates for Recreation Programs and Activities. While Council accepted that RTC 04-170 detailed the current methodology in use by Department of Parks and Recreation in setting youth rates, Council did not feel comfortable in endorsing that methodology without knowing the specific effects of the existing policy on participation of youth in City programs as compared to the City's demographics.

Council also decided at this time that any study looking at rates for youth should be broadened to include consideration of the same issues as they relate to seniors. In September, Council reviewed the draft Study Issue and added additional items to the scope. This will result in findings related to current patterns and conditions of youth and senior participation, which could then be used by Council in making policy decisions.

Specifically, this Study Issue would:

- Define youth and seniors for the purpose of the Study
- List all programs for just youth, but also identify those that are open to both youth and adults, where a "youth rate" (fee for participation) could make a potential difference in participation
- List all programs for just seniors, but also identify those that are open to the general public (including seniors), where a "senior rate" (fee for participation) could make a potential difference in participation
- Explore what data can be extracted from existing sources of information to depict patterns of participation.
- Explore options and tools for gathering data on participation, now and in the future, which could capture demographic attributes. Consider the cost and feasibility of using these tools on a regular basis.

**EXPLORATION OF YOUTH AND SENIOR PARTICIPATION IN RECREATION PROGRAMS & ACTIVITIES**

- To the extent that data allows, how many youth and how many seniors are participating in our programs, broken down by:
  - ◆ Ethnicity (see note below.)
  - ◆ Economics (see note below.)
  - ◆ Geography (see note below.)
- Compare actual participation as broken down above to census data for City and identify where there are gaps. (See note below.)
- Compare existing fee setting model/methodology as detailed in RTC 04-170 to models or options used by neighboring cities (including Santa Clara) to set youth and senior rates/fees for service.
- Research how well these other cities achieve participation by seniors and youth compared to their demographics. (See note below.)
- Discuss how the specific factors of geography and economics are used in determining rates or fees participants are charged under City's current model/methodology vis a vis the youth and senior populations.
- Define which agencies are used, and how they are chosen, for purposes of determining how Sunnyvale's fees for service compare to the "market". Define how it is determined what comparable program offerings are at these agencies. Identify alternatives.
- Consider how changing or tailoring the senior and youth fees for service might affect participation as broken down by ethnicity, economics and geography.
- Consider what factors other than fees might affect participation as broken down by ethnicity, economics and geography (e.g., type of program, quality, location, etc.)
- Consider the impacts to the Community Recreation Fund/General Fund of any changes to youth or senior rates/fees for service.

**Note:** Staff's ability to address participation patterns by demographic group in Sunnyvale as well as in other cities is constrained by the availability of data. Without substantial outside professional services, available data is unlikely to be statistically valid or extensive. In the case of how well neighboring cities' achieve participation in proportion to their demographics, the costs may well outweigh the benefits.

## **2. How does this relate to the General Plan or existing City Policy?**

### From the General Plan Recreation Sub-Element

6.1A.3.c. Gather information about participation rates of individuals from different geographic areas of Sunnyvale in programs and at facilities, to determine if services are used equitably.

Policy 6.1C.3. – Utilize available pricing and promotional tools in order to maximize participation and/or use related programs, facilities and services, without jeopardizing the integrity and infrastructure of related facilities.

Policy 6.1C.4 Provide a system to allow persons who are economically disadvantaged to participate and use programs, facilities and services.

**EXPLORATION OF YOUTH AND SENIOR PARTICIPATION IN RECREATION PROGRAMS & ACTIVITIES**

Approved Supplemental Action Statement for the City's Recreation Sub-Element, as a Result of Council Action 12/08/98; RTC 98-446:

Consider below market fees for programs such as "at-risk" teen programming, where a higher priority is placed on ensuring participation than any other factor.

From the General Plan Arts Sub-Element

GOAL 6.4D: Maintain sound financial strategies and practices that will enable the City to provide a comprehensive arts program to a maximum number of citizens while supporting the concept and objectives of the Community Recreation Enterprise Fund.

Policy 6.4D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

Policy 6.4D.3. Utilize available pricing and promotion tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

From the General Plan Fiscal Management Sub-Element

7.1A.1i Establish user charges and fees at a level closely related to the cost of providing those services.

7.1A.1k For each enterprise fund, review fees annually and set them at a level that will support the total direct and indirect costs of the activity.

**3. Origin of issue:**

**Council Member(s):**

Fowler, Chu and Lee

**General Plan:**

**City Staff:**

**Board or Commission (identify name of the advisory body from the list below):**

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**The Arts Commission and Parks & Recreation Commission recommended deferring this study issue.**

**Board or Commission ranking comments:**

The Arts Commission recommended deferral of this issue for study until after calendar year 2005, noting the revision of the Recreation and Open Space Sub-Elements may address many of the same issues.

The Parks and Recreation Commission recommended deferral of this issue for study until after calendar year 2005, noting a preference to wait until the Recreation and Open Space Sub-Elements update is complete to save costs and work on the updates may address some of the issues related to this study.

4. Multiple Year Project? Yes\_\_\_ No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department

300

(b) Estimated work hours from consultant(s) if applicable:

200

(c) Estimated work hours from the City Attorney's Office:

10

(d) Estimated work hours from Finance:

0

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours:

510

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan?

Yes \_\_\_ No ☒

(b) Does this issue require review by a

Yes ☒ No \_\_\_

Board/Commission? If so, please list below:

Parks and Recreation and Arts Commissions

(c) Is a Council Study Session anticipated?

Yes ☒ No \_\_\_

(d) What is the public participation process?

The public would have opportunity to participate in scheduled public hearings of the Parks and Recreation Commission, Arts Commission and City Council. In addition, the public could participate in a proposed Council Study Session.

7. Cost of Study: Please mark appropriate item below.

\_\_\_ Costs covered in operating budget - <program name>

\_\_\_ Costs covered by project - <project name>

☒ Budget modification needed for study - \$30,000 plus increments of \$25,000 for each neighboring city used for comparison

**EXPLORATION OF YOUTH AND SENIOR PARTICIPATION IN RECREATION PROGRAMS & ACTIVITIES**

**Explain below what the additional funding will be used for:** professionally developed and conducted survey to obtain data on participation by youth and seniors by ethnicity, income and geographic location. Survey would also look at how a range of rates would affect participation. Survey would need to be essentially duplicated for each additional neighboring city looked at to determine how that city's participation matches its demographics and how rates are used to affect that participation.

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

| Mark a range for the items below:   | \$500 or none       | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|---|---------------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range   | X                   |               |                |                 |                |
| Operating expenditure range   | Determined by study |               |                |                 |                |
| New revenues/savings range  | Determined by study |               |                |                 |                |
| <b>Explain impact briefly:</b> If, as a result of the Study, Council decided to increase youth and senior participation by reducing fees, there could be a significant loss of revenue to the Community Recreation Fund, depending on the amount of the reduction in fees and how widely it was offered. This would necessitate an increased contribution/subsidy to the Community Recreation Fund from the General Fund or a corresponding reduction in other recreation services. New revenues or savings are unlikely as a result of this study. |                     |               |                |                 |                |

**9. Staff Recommendation for this calendar year:**

**“For” Study \_\_\_ Explain:**

**“Against” Study \_\_\_ Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

**No Recommendation X**

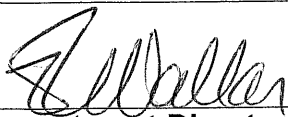
Staff believes there would be great value in studying the contents of this Study Issue. However, staff also believes that the 2005 revision of the Recreation and Open Space Sub-Elements will touch on a number of related issues. Once that degree of overlap is known, staff will be in a better position to weigh the relative importance of this Issue.



EXPLORATION OF YOUTH AND SENIOR PARTICIPATION IN RECREATION PROGRAMS & ACTIVITIES

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Reviewed by



Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Consider New Policies to Reduce or Waive Fees for Community Use of City Recreation Buildings for Specific Types of Events

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Recreation and Fiscal Sub-elements

**1. What are the key elements of the issue? What precipitated it?**

The key elements of this issue would explore possible policies for Council to adopt regarding community use of City facilities, with a particular focus on how and when to provide community groups a waiver of, or reduction in, established fees for use of City facilities.

This issue originated when a San Jose resident approached City Council requesting a waiver of established fees for use of the Community Center for a fund-raiser to benefit a Columbia Middle School youth band. Council did not waive the fees, but rather paid the established fee to the Community Recreation Fund on behalf of the resident using monies from the General Fund. Council wrestled with how to handle future requests of a similar nature and requested that staff return with a recommended policy approach.

In adopting the FY2004/05 budget, Council approved a one year pilot policy to waive fees for park buildings use by non-profit groups of fewer than 20. The City also has an Administrative Policy governing community use of civic center conference rooms. These policies would be reviewed to ensure a consistent and coordinated approach to community use of facilities.

**2. How does this relate to the General Plan or existing City Policy?**

From the General Plan Recreation Sub-Element

Goal C: Develop and enhance the operation of the Community Recreation Fund, maintaining sound financial strategies and practices that will enable the City to provide an array of recreation programs, facilities, and services to a maximum number of citizens while minimizing the impact upon the general fund.

Policy C.1. Strengthen the use of the Community Recreation Fund as a means to increase financial self-sufficiency and to decrease dependence upon the City's General Fund.

C.1.b. Develop strategies to recoup an increased percentage of program costs, where appropriate, without limiting participation, and taking into consideration the

**CONSIDER NEW POLICIES TO REDUCE OR WAIVE FEES FOR COMMUNITY USE OF CITY  
RECREATION BUILDINGS FOR SPECIFIC TYPES OF EVENTS**

carrying capacity of facilities.

Policy C.2. Identify revenue sources and, where possible, increase revenues which can be allocated to recreation programming, facilities, and services.

C.2.a. Leverage available resources by pursuing co-funded and/or cooperative agreements for both expansion and maintenance of programs, facilities, and services, in order to maximize benefits to the community.

Policy C.3. – Utilize available pricing and promotional tools in order to maximize participation and/or use related programs, facilities and services, without jeopardizing the integrity and infrastructure of related facilities.

C.3a Utilize market-based pricing in the establishment of fees, and continually evaluate the effectiveness of pricing strategies.

C.3b Structure the pricing and enrollment system for class registration and facility reservation to give City residents advantage over non-residents, where feasible and appropriate.

E.1e. Provide fair and equitable policies and procedures for the use of all parks and recreation facilities which will take into account the impact of non-resident use.

From the General Plan Fiscal Management Sub-Element

7.1A.1i Establish user charges and fees at a level closely related to the cost of providing those services.

7.1A.1k For each enterprise fund, review fees annually and set them at a level that will support the total direct and indirect costs of the activity.

**3. Origin of issue:**

**Council Member(s):** Chu, Swegles

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Commission ranked this study issue 3 of 3.**

**Arts Commission recommended deferring this study issue.**

**Board or Commission ranking comments:**

The Parks & Recreation Commission ranked this study issue 3 of 3 for consideration in calendar year 2005.

The Arts Commission recommended deferral of this issue for study until after calendar year 2005, noting that the update of the Recreation and Open Space Sub-Elements may address some of the same issues brought up in this study.

4. Multiple Year Project? Yes\_\_\_ NoX Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 75

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 85

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes\_\_\_ NoX

(b) Does this issue require review by a Board/Commission? If so, please list below: YesX No\_\_\_

Arts, Parks and Recreation

(c) Is a Council Study Session anticipated? Yes\_\_\_ NoX

(d) What is the public participation process?

Public participation would be provided through public hearings conducted by the Arts Commission, Parks and Recreation Commission, and City Council.

7. Cost of Study: Please mark appropriate item below. \$0

X Costs covered in operating budget – 640,642,644-Recreation

\_\_\_ Costs covered by project - <project name>

\_\_\_ Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study  
approved by Council, if any:

|                                   |   |               |                |                 |                |
|-----------------------------------|---|---------------|----------------|-----------------|----------------|
| Mark a range for the items below: | \$500 or none                             | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
| Capital expenditure range         |   |               |                |                 |                |
| Operating expenditure range       | Determined by study                       |               |                |                 |                |
| New revenues/savings range        | Possible revenue loss determined by study |               |                |                 |                |
| Explain impact briefly:           |   |               |                |                 |                |

9. Staff Recommendation for this calendar year:

"For" Study \_\_\_ Explain:

"Against" Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
Department Director

10-26-04  
\_\_\_\_\_  
Date

Approved by

  
\_\_\_\_\_  
City Manager

11/9/04  
\_\_\_\_\_  
Date

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Explore the Feasibility of Installing a Memorial for Sunnyvale Citizens and Employees Who Have Given Their Lives on Behalf of the City or Their Country

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Legislative, Open Space and Arts Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

During the City Council meeting on August 10, 2004, Mayor Howe requested that staff explore the feasibility of installing a memorial at either Washington Park or the new Plaza Del Sol to commemorate the lives of Sunnyvale residents and City employees killed in the line of duty. In response to the Mayor's request, staff presented Report to Council #04-320 on September 21, 2004 and identified the option that City Council could consider this as a study issue. Council Members Fowler and Miller agreed and requested a study issue to consider a number of options for a memorial, to be located in a public place, for Sunnyvale citizens and employees who have given their lives on behalf of the City or their Country.

Key elements of the study will include the consideration of various locations and styles of such a memorial and the funding sources, including the potential of using the Parks Dedication Fund and private donations.

**2. How does this relate to the General Plan or existing City Policy?**

The City's Recognition and Plaque Policy (Legislative Policy #7.3.11.) supports consideration of such a memorial.

From the Open Space Sub-Element:

Goal C: Maintain a system of Parks that assures all residents, workers and visitors access to recreational opportunities by providing neighborhood parks, athletic/ play fields and special use facilities.

Policy C.4: Provide, develop and maintain Special Use Parks and Facilities.

From the Arts Sub-Element:

Goal E: Create an aesthetically pleasing environment for Sunnyvale through the use of functional and decorative art.

**EXPLORE THE FEASIBILITY OF INSTALLING A MEMORIAL FOR SUNNYVALE CITIZENS & EMPLOYEES WHO HAVE GIVEN THEIR LIVES ON BEHALF OF THE CITY OR THEIR COUNTRY**

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Policy E.2: Provide and encourage the incorporation of art - both functional and decorative- in public and private development.

**3. Origin of issue:**

**Council Member(s):** Howe, Fowler; Miller

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Recreation Commission recommended dropping this study issue from consideration in 2005.**

**Arts Commission ranked this study issue 2 of 2 for consideration in 2005.**

**Board or Commission ranking comments:**

The Parks & Recreation Commission recommended Council drop this Study Issue from consideration in 2005, noting it could be reconsidered in better economic times and possibly after the Iraq/United States war is ended so fallen veterans of that war would also be included.

The Arts Commission ranked this study issue 2 of 2 for consideration in 2005.

**4. Multiple Year Project?    Yes\_\_\_ No\_X\_    Expected Year Completed    2005**

**EXPLORE THE FEASIBILITY OF INSTALLING A MEMORIAL FOR SUNNYVALE CITIZENS & EMPLOYEES WHO HAVE GIVEN THEIR LIVES ON BEHALF OF THE CITY OR THEIR COUNTRY**

**5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):**

|  |            |
|--|------------|
| (a) Estimated work hours from the lead department          | 60         |
| (b) Estimated work hours from consultant(s) if applicable: | 60         |
| (c) Estimated work hours from the City Attorney's Office:  | 0          |
| (d) Estimated work hours from Finance:                     |            |
| (e) Estimated work hours from other department(s):         |            |
| Department: Public Works                                   | 20         |
| Department: Public Safety                                  | 5          |
| <b>Total Estimated Hours:</b>                              | <b>145</b> |

**6. Expected participation involved in the study issue process?**

- (a) Does Council need to approve a work plan? Yes \_\_\_ No X
- (b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No \_\_\_  
Arts Commission; Parks and Recreation Commission
- (c) Is a Council Study Session anticipated? Yes \_\_\_ No X
- (d) What is the public participation process?  
 Public hearing at Arts Commission, Parks and Recreation Commission and City Council Meetings.

**7. Cost of Study: Please mark appropriate item below.**

- \_\_\_ Costs covered in operating budget
- \_\_\_ Costs covered by project - <project name>
- X Budget modification needed for study - \$12,000

**Explain below what the additional funding will be used for:**

Additional funding required for architectural design services to provide up to 60 hours of schematic drawings of prototype memorials and to develop corresponding construction and installation cost estimates as required by this study.

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**



**EXPLORE THE FEASIBILITY OF INSTALLING A MEMORIAL FOR SUNNYVALE CITIZENS & EMPLOYEES WHO HAVE GIVEN THEIR LIVES ON BEHALF OF THE CITY OR THEIR COUNTRY**

|  |                            |               |                |                 |                |
|--|----------------------------|---------------|----------------|-----------------|----------------|
| Mark a range for the items below:  | \$500 or none              | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
| Capital expenditure range  | To be determined by study. |               |                |                 |                |
| Operating expenditure range  | To be determined by study. |               |                |                 |                |
| New revenues/savings range   | N/A                        |               |                |                 |                |
| <b>Explain impact briefly:</b> Depending on the options selected for such a memorial, a one-time capital improvement cost could range from \$10,000 for a three foot by four foot bronze plaque to \$250,000 or more for a large memorial wall. More details of various options and their corresponding costs will be determined by the study. |                            |               |                |                 |                |

**9. Staff Recommendation for this calendar year:**

“For” Study      Explain:

“Against” Study      Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation   X  

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

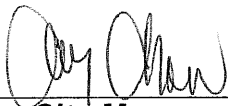


Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date

**PROPOSED COUNCIL STUDY ISSUE**For Calendar Year: 2005New X

Previous Year (below line/defer) \_\_\_\_\_

**Issue:** Explore Options for Reopening the Creative Arts Center Gallery**Lead Department:** Parks and Recreation**General Plan Element or Sub-Element:** Arts Sub-Element**1. What are the key elements of the issue? What precipitated it?**

The City of Sunnyvale reduced and/or eliminated a number of City services as of July 2003 due to difficult financial times. Among them was the closure of the Creative Arts Center Gallery at the Community Center. Previous to that closure, the Gallery served as an exhibition space for local amateur and regional emerging professional artists. Six to seven exhibits were held each year, three of which were curated by the Euphrat Museum of Art. Both the Sunnyvale Art Club and the Sunnyvale Photographic Club held an annual exhibit as well.

On the evening of June 16, 2004, the Sunnyvale Arts Commission held a public hearing regarding the status of the Creative Arts Center Gallery, during which staff provided a brief history of the Gallery, its previous operation and the reasons for its closure. Following discussion, a Commissioner requested that staff create a Study Issue Paper titled "Explore Options for Reopening the Creative Art Center Gallery" for Commission's consideration this fall.

Representatives from the Silicon Valley Arts Council, the Sunnyvale Photo Club and the Sunnyvale Art Club addressed the Commission in support of reopening the Creative Arts Center Gallery as a place to display local artworks. Additionally, the Sunnyvale Photo Club and the Sunnyvale Art Club indicated their clubs willingness to help re-open and operate it.

The key elements of the study issue would include:

1. A study of possible scenarios under which the Creative Arts Center Gallery facility might be reopened for the display of artwork to enrich the Sunnyvale community.
2. A study of alternatives to staff operation of the Creative Arts Center Gallery.
3. A study of alternatives to City funding (revenue, outside financing, etc.)

2. **Does this relate to the General Plan or existing City Policy?**

From the General Plan Arts Sub-Element:

POLICY A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

Action Statements:

A.1.a. Seek sponsorships for arts programming and special events.

A.1.c. Work in partnership with neighborhood associations and other community organizations in the provision of community arts programs and services.

A.2. Encourage active citizen involvement in development and provision of arts programs, facilities and services.

POLICY B.1. Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards and addressing the needs and interests of a culturally diverse community.

Action Statements:

B.1.b. Within given resources, continue to provide exhibition opportunities featuring local artists showing a variety of art styles and mediums.

B.1.c. Consider development of an annual exhibit to showcase arts instructors' talents.

3. **Origin of issue:**

**Council Member(s):**

**General Plan:**

**City Staff:**

**Board or Commission (identify name of the advisory body from the list below):**

Arts

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Arts Commission ranked this issue 1 of 2.**

**Parks and Recreation Commission ranked this study issue 2 of 3.**

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**Board or Commission ranking comments:**

The Arts Commission ranked this study issue 1 of 2 for consideration in calendar year 2005.

The Parks and Recreation Commission ranked this study issue 2 of 3 for consideration in calendar year 2005.

4. Multiple Year Project? Yes ☒ No ☐ Expected Year Completed 2006

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s):

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Department: \_\_\_\_\_

Total Estimated Hours: 130

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☐ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ☐

Arts

Parks and Recreation

(c) Is a Council Study Session anticipated? Yes ☐ No ☒

**(d) What is the public participation process?**

Public participation would be provided through public hearings conducted by the Arts Commission, Parks and Recreation Commission, City Council and notification to groups such as the Sunnyvale Art Club and Photo Club.

**7. Cost of Study: Please mark appropriate item below. \$0**

- ☒ **Costs covered in operating budget – 640, 642, 644-Recreation**  
☐ **Costs covered by project - <project name>**  
☐ **Budget modification needed for study - <\$ Amount>**

**Explain below what the additional funding will be used for:**

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

| Mark a range for the items below:           | \$500 or none       | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|---|---------------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range                   | Determined by study |               |                |                 |                |
| Operating expenditure range                 | Determined by study |               |                |                 |                |
| New revenues/savings range                  | Determined by study |               |                |                 |                |
| Explain impact briefly: Determined by study |                     |               |                |                 |                |

**9. Staff Recommendation for this calendar year:**

**“For” Study \_\_\_ Explain:**

**“Against” Study \_\_\_ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

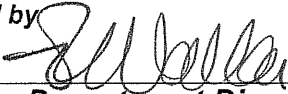
**No Recommendation ☒**

## EXPLORE OPTIONS FOR REOPENING THE CREATIVE ARTS CENTER GALLERY

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Staff has invited both the Sunnyvale Arts Club and the Sunnyvale Photographic Club to explore operational avenues which might result in continued use of the Creative Arts Gallery by their groups without the need for a Study Issue or Budget Issue. (Please see the attached letter to both clubs from the Director of Parks and Recreation dated June 21, 2004.)

Reviewed by

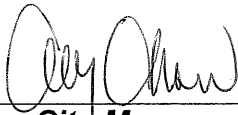


Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date

June 21, 2004



Ms Lucy Marcoux  
President  
Sunnyvale Art Club  
7470 Barnhardt Place  
Cupertino CA 95014

Mr Bob Obrey  
President  
Sunnyvale Photo Club  
690 Persian Drive #57  
Sunnyvale CA 94089

Dear Ms. Marcoux and Mr. Obrey:

As you know, the City of Sunnyvale reduced and/or eliminated a number of City services as of July 2003 due to difficult financial times. In fact, the budget crisis is still with us, and City Council recently acted to reduce a number of additional services beginning this coming fiscal year. Among the services affected in July 2003 was the closure of the Creative Art Gallery at the Community Center. Previous to that closure, the Gallery served as an exhibition space for local amateur and regional emerging professional artists. Six to seven exhibits were held each year, three of which were curated by the Euphrat Museum of Art. As you know, both the Sunnyvale Art Club and the Sunnyvale Photographic Club held an annual exhibit as well.

On the evening of June 16, 2004, the Sunnyvale Arts Commission held a public hearing regarding the status of the Art Gallery, during which staff provided a brief history of the Gallery, its previous operation, and the reasons for its closure. Following discussion, a request was made by the Commission that staff create a Study Issue Paper titled "Explore Options for Reopening Art Gallery" for the Commission's consideration this fall. The City's Study Issue process is a means of helping City Council determine where it would like staff to spend its limited resources researching policy issues each calendar year. This coming fall, Council will determine what it would like staff to study in calendar year 2005.

During the Commission's public hearing on June 16, each of you appeared before the Sunnyvale Arts Commission to express disappointment with the closure of the Art Gallery and to express interest in and support for any creative initiative that might result in its reopening. Given your Club's concerns, and the comments made during the Commission meeting, I offer the following thoughts:

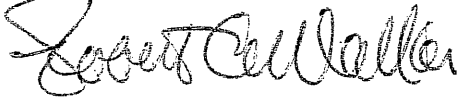
1. **No one wants to see the Gallery closed.** It has provided a valuable service to the community and we would love to see it reopened.
2. **The previous operation required a subsidy from the General Fund.** The Gallery operation described above relied on approximately \$31,000 annually from the General Fund.
3. **The lighting in the Gallery needs to be repaired.** The current estimate to repair the lighting (which needs to occur prior to reopening the Gallery) is \$15,000. This is a one-time expense.
4. **An exploration of ways to reopen the Gallery is a possibility, but it is not guaranteed.** Before this issue can be studied, it will need to be supported by a majority of the Arts Commission this fall, then be supported by a majority of the City Council, then be ranked high enough by Council in comparison to all the other Study Issues it considers to be placed among the limited number staff can actually study in calendar year 2005. Even if such a study does occur, it would not begin for many months and would likely take several more months to complete. It would be a comprehensive study conducted by staff and include a variety of other options for returning *all* of the previous services provide by the Sunnyvale Creative Arts Center Gallery (not just the Arts Club and Photographic Club shows). The study itself, of course, is no guarantee that the Gallery will eventually reopen.
5. **There may be another way to address your Clubs' specific concerns.** A comprehensive study as described above cannot be completed by staff outside of the normal Study Issue process. However, your Clubs' use of the Gallery was limited to one annual exhibition each year. Staff is currently revisiting all of its relations with outside groups, given Council's recent policy on "Relations with Outside Groups" and the need to memorialize those relationships through written agreement. This is true of the City's relationship with the Sunnyvale Arts Club and the Sunnyvale Photographic Club as well. While staff is currently very busy with its existing workload, we would certainly entertain any proposed relationship between the Arts and/or Photographic Clubs which resulted in the Clubs' use of the Gallery at no expense to the City. If the Arts and/or Photographic Club are interested in taking the initiative to propose specific circumstances and conditions under which they might open and operate the Gallery for Club purposes only (if only for specific times of day or year), staff would certainly be willing to entertain such proposals outside of the Study Issue process and as part of its normal negotiations with the Clubs. This would be more akin to any other club's use of City facilities for its own purposes than it would be to the City operating its own Art Gallery. If you are interested in discussing such an opportunity in more detail, please contact me or Nancy Steward, Superintendent of Arts and Recreation.



Ms Lucy Marcoux, Sunnyvale Art Club  
Mr Bob Obrey, Sunnyvale Photographic Club  
Page 3  
June 21, 2004

Thank you once again for championing the City's Art Gallery and for all you do in support of the arts in general!

Sincerely,

A handwritten signature in black ink, appearing to read "Robert A. Walker". The signature is fluid and cursive, with the first name "Robert" and last name "Walker" clearly distinguishable.

Robert A. Walker  
Director, Parks and Recreation

RAW/ks

cc: Arts Commission  
Parks and Recreation Commission  
Amy Chan, City Manager  
Nancy Bolgard Steward, Superintendent of Arts and Recreation  
John Lawrence, Superintendent of Recreation  
Larry Iaquinto, Superintendent of Facilities  
Cathy Merrill, Liaison to Arts Commission and Parks & Recreation Commission  
Diane Moglen, Liaison to Sunnyvale Arts Club & Sunnyvale Photographic Club

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

## New

Previous Year (below line/defer) X

**Issue:** Consider Ways Arts Commissioners Can Be More Involved in Selecting Public Arts Projects for Public Properties

**Lead Department:** \_\_\_\_\_

**General Plan Element or Sub-Element:** \_\_\_\_\_

**1. What are the key elements of the issue? What precipitated it?**

In May 2002, City Council approved an amendment to the ordinance to include the requirement of an expenditure of one percent (1%) for art in private development and one percent (1%) for art in-lieu alternative. Council also adopted an administrative policy to require art in public construction projects under certain circumstances and require an expenditure of 1% based on the capital project budget excluding administrative costs of each eligible project. To coincide with the new program for art in public construction projects and art purchased from an in-lieu fee, this Study Issue would investigate ways the Arts Commission could have an expanded role in the decision making process regarding the selection of sites for proposed new art work and in the approval process of the artwork proposed for those sites.

**2. How does this relate to the General Plan or existing City Policy?**

The existing City Charter provides the City Council may create by ordinance or resolution such boards or commissions as in its judgment are required and may grant to them such powers and duties as are consistent with the provisions of this Charter. (Amended effective November 30, 1995). This study issue may propose a change in City Charter to grant more powers and duties to the Arts Commission or it may propose a change in administrative policy regarding Art in Public Places, approved by City Council in May 2002.

### 3. Origin of issue:

**Council Member(s):**

### General Plan:

**City Staff:**

**Board or Commission (identify name of the advisory body from the list below):** Arts

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**The Arts Commission recommended dropping this study issue.**

**Board or Commission ranking comments:**

The Arts Commission recommended deferral of this issue for study until after calendar year 2003.

The Arts Commission ranked this issue No. 2 out of 4 issues ranked for Council consideration for study in calendar year 2004.

The Arts Commission, who originally proposed this issue, now indicates the study issue process may not be the route to take for the Arts Commission to be more involved in selecting public art projects and the level of increased involvement desired by the Arts Commission remains undefined. This Study Issue, which originated with the Arts Commission in 2003, is now recommended to be dropped from consideration in 2005 by the Arts Commission.

4. Multiple Year Project? Yes No ☒ Expected Year Completed 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 40-60

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 5

(d) Estimated work hours from Finance: 0

- (e) Estimated work hours from other department(s):**

**Department:** Public Works 10

Department:

Department:

**Total Estimated Hours:** 55-75

- 6. Expected participation involved in the study issue process?**

(a) Does Council need to approve a work plan? Yes No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No

CONSIDER WAYS ARTS COMMISSIONERS CAN BE MORE INVOLVED IN SELECTING PUBLIC ARTS PROJECTS FOR PUBLIC PROPERTIES

Arts

(c) Is a Council Study Session anticipated? Yes\_\_\_ No X

(d) What is the public participation process?

Public Hearings through Arts Commission and City Council meetings

7. Cost of Study: Please mark appropriate item below. \$0

X Costs covered in operating budget – 640, 642-Recreation

\_\_\_ Costs covered by project - <project name>

\_\_\_ Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         |               |               |                |                 |                |
| Operating expenditure range       |               |               |                |                 |                |
| New revenues/savings range        |               |               |                |                 |                |
| Explain impact briefly:           |               |               |                |                 |                |

**CONSIDER WAYS ARTS COMMISSIONERS CAN BE MORE INVOLVED IN SELECTING PUBLIC ARTS PROJECTS FOR PUBLIC PROPERTIES**

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**9. Staff Recommendation for this calendar year:****“For” Study \_\_\_ Explain:****“Against” Study X Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

In May 2002, City Council approved the creation of the new Art in Public Places Program and a modified Art in Private Development Program. Shortly after that, the Arts Commission proposed this study issue to "investigate ways the Arts Commission could have an expanded role in the decision making process regarding the selection of public art and in the selection of sites for new public artwork."

When the new Art in Public Places Program was created, Council approved an administrative policy for art in public construction that does provide for Arts Commission involvement in determining the location for art in public projects. This involvement is outlined in Section 5.C of the policy: *"Possible locations for the artwork shall be identified with input from the Sunnyvale Arts Commission, City staff, interested citizens and project architects."* Additionally, the same administrative policy states in Section 5.G: *"The Arts Commission shall review all arts panel (City staff project committee) recommendations and recommend to City Council the selection of a specific design proposal from the alternatives provided by staff."*

The differences between the Arts Commission's role in reviewing public art projects as provided under the new administrative policy and the current process for reviewing art for private development projects have been reviewed with the Commission on several occasions in an attempt to clarify the area or degree of involvement in the decision making process that is desired. **Staff believe that the adopted administrative policy provides for appropriate policy level Arts Commission involvement in the selection of public art sites and the approval process for each artwork. [Please see attached, Art in Public Places (AIPP) Policy.] Please note that the Arts Commission itself now recommends against this study as well.**

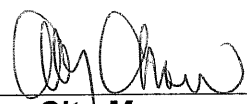
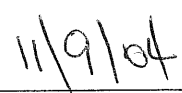
**No Recommendation \_\_\_**

*Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

  
\_\_\_\_\_  
**Department Director**  
\_\_\_\_\_  
**Date**

Approved by

  
\_\_\_\_\_  
**City Manager**  
\_\_\_\_\_  
**Date**

## Art in Public Construction Projects Administrative Policy

### Art in Public Places Program

#### Section 1. Purpose

The purpose of this policy is to ensure the inclusion of art in public projects by establishing uniform guidelines and procedures for eligible municipal projects and to provide uniformity between the requirement for art in public construction projects with the requirement for art in private development.

#### Section 2. Background

In May 2001, City Council reviewed the status, intent and effectiveness of public art policy in Sunnyvale. At that time, City Council approved in concept a proposed administrative policy to require art in public construction projects under certain circumstances.

#### Section 3. Definitions

- A. Art: The conscious use of skill and creative imagination in the production of aesthetic objects.
- B. Public Art: Artwork that is visually and physically accessible to the public.
- C. Public Areas: Any public gathering place including, but not limited to; public plazas, the library, parks and park buildings, police and fire stations, community, neighborhood and senior centers, public transportation centers, and civic centers.
- D. Publicly Funded Projects: All construction funded by public or taxpayer funds.
- E. Eligible Projects:
  - 1. All aboveground publicly funded public buildings or public open space projects within City jurisdiction with a construction valuation of \$1,000,000 or more. This includes the development or renovation of all public facilities, as well as; parks, street medians, City gateways, public plazas and any other locations identified in the Master Plan for Public Art developed in accordance with Council direction.

2. All construction or renovation projects of \$100,000 in facilities such as:
- Sunnyvale Community Center
  - Sunnyvale Civic Center complex including Library and Public Safety Building
  - Fire Stations
  - Columbia Neighborhood Center
  - Neighborhood Park Buildings
  - Water Pollution Control Plant and SMART Station
  - Focal points and gateways into the community
  - Any future City buildings that are comparable in nature
- F. Exempt Projects: All underground projects, utility (including water) projects, streets and sidewalks, trees and landscaping, utility relocation, seismic upgrades, mechanical and electrical work, traffic improvements (such as traffic lights, crosswalks and traffic calming measures), and construction due to fire or other natural calamities.
- G. Eligible Costs: Acquisition of artwork, staff and consultant costs associated with the acquisition and installation of the artwork, artist and design fees, artist travel, transportation and installation of artwork, lighting, landscaping directly associated with the artwork and identification plaques. Any costs related to utility relocations, site preparation and staff time directly associated with the installation of an artwork are also eligible.
- H. Non-eligible Costs: Architect and engineering fees, site preparation (including utility relocation), landscaping, and public works and community development staff costs not directly associated with the artwork.
- I. Project Valuation: The City's building permit valuation formula as set forth in Title 16 of the Municipal Code will be used as the basis for calculating the required expenditure for public art. The formula is based on the building standards published by the International Conference of Building Officials. In the case of park and open space projects, the one percent requirement will be calculated based on the total project budget, excluding administrative costs.
- J. Artwork Valuation: When calculating the value of an artwork to be placed on a private development site, eligible costs will include:
- (1) The purchase price of the artwork
  - (2) Travel costs for the artist
  - (3) Transportation of the artwork to the site

- (4) Installation of the artwork
- (5) Site preparation costs directly associated with installation of the artwork
- (6) Landscaping that is integral to the artwork
- (7) Pedestals or display costs
- (8) Lighting for the artwork and utility fees associated with the installation or operation of the artwork
- (9) Identification plaque

Ineligible costs include:

- (1) Land acquisition
- (2) Site preparation
- (3) Architect fees
- (4) Fees associated with dedication ceremonies, publicity, or educational components
- (5) Maintenance fees and repairs

#### **Section 4.     Policy**

Eligible projects as defined in Sections E.1 and E.2 are required to integrate public art into the projects. The artwork shall be located in publicly visible areas either inside a public building or on public property as defined in Section 3.C. Eligible projects will be required to provide artwork valued at one percent (1%) of the valuation of an eligible project, not to exceed \$500,000. The "not to exceed" threshold will be indexed for inflation. The artwork shall be valued at an amount equal to 1% of the project valuation within a variance of ten percent.

The in-lieu fee alternative available to private developers will also apply to public construction projects at the discretion of the Director of Public Works. If the in-lieu option is exercised, the funds will be placed in the Public Art Fund for acquisition and installation of art on public property or in public buildings at a later date.

#### **Section 5.     Responsibilities and Authority**

- A. Eligible Projects: The Director of Public Works and the Director of Parks and Recreation, or their designees shall be responsible for identifying municipal construction and renovation projects that meet the conditions of this Administrative Policy and will be required to provide public art.
- B. Art Panel: A panel consisting of staff from the Departments of Public Works, Parks and Recreation, and Community Development, as appropriate, to coordinate the public art component of an eligible municipal project.



- C. Artwork Location: Possible locations for the artwork shall be identified with input from the Sunnyvale Arts Commission, City staff, interested citizens and project architects.
- D. Artwork Design: Possible types of artwork shall be identified by the City's arts staff and reviewed by the Art Panel.
- E. Solicitation of Proposals: Department of Parks and Recreation staff shall be responsible for soliciting design proposals and/or qualified artists.
- F. Arts Panel Review: The arts panel shall review and approve all arts staff recommendations.
- G. Arts Commission: The Arts Commission shall review all arts panel recommendations and recommend to City Council the selection of a specific design proposal from the alternatives provided by staff.
- H. Project Coordination: The Department of Parks and Recreation will provide art related specifications for construction bid packages and develop the artist's contract. The Department of Public Works will coordinate with the architect/design engineer to prepare the site to accommodate the installation of artwork.
- I. Permanent Collection: Artwork accepted by the City Council shall become part of the City's Permanent Art Collection. All artwork in the permanent collection will be documented in the City's Public Art Inventory and identified with a metal plaque. Oversight of the City's Permanent Art Collection is the responsibility of the Department of Parks and Recreation.
- J. Maintenance: Maintenance of artwork in the City's permanent collection is the responsibility of the Department of Parks and Recreation. Inspections will be conducted on an annual basis and cleaning and repairs made as needed.
- K. Publicity: Publicity materials and photographs of the permanent collection are the responsibility of the arts staff.

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

## New

**Previous Year (below line/defer)      X**

**Issue:** Consider Hosting the California Senior Games

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:**

**1. What are the key elements of the issue? What precipitated it?**

This study issue, proposed by Councilmember Vorreiter, would evaluate the processes required to apply to bring the California Senior Games to Sunnyvale. The application is a two-year process and there are several locations throughout the State that offer this event. Hosting the California Senior Games would provide an opportunity to build community spirit by involving Sunnyvale citizens and businesses as volunteers and sponsors. It would also showcase the variety of resources and facilities available to Sunnyvale citizens.

**2. How does this relate to the General Plan or existing City Policy?**

**From the General Plan Recreation Sub-element:**

**POLICY B.1. Maximize City, school, private industry, social service, and other community resources through collaborative development and implementation of recreation programs and services.**

B.1.c. Work with other agencies and businesses in the provision of special events in roles including sole sponsor, co-sponsor, facilitator, or regional participant, thus involving a variety of people/organizations in the planning process.

**B.1.d. Expand cooperative opportunities with social service agencies in the provision of recreation services which address a variety of human needs.**

**POLICY D.2:** Implement program offerings to meet the needs of identified subgroups within the population.

**D.2.c. Provide balanced programming to fully address the needs, concerns, and interests of older adults. From the General Plan Recreation Sub-element:**

**POLICY B.1. Maximize City, school, private industry, social service, and other community resources through collaborative development and implementation of recreation programs and services.**

B.1.c. Work with other agencies and businesses in the provision of special events in roles including sole sponsor, co-sponsor, facilitator, or regional participant, thus, involving a variety of people/organizations in the planning process.

B.1.d. Expand cooperative opportunities with social service agencies in the provision of recreation services which address a variety of human needs.

POLICY D.2: Implement program offerings to meet the needs of identified subgroups within the population.

D.2.c. Provide balanced programming to fully address the needs, concerns, and interests of older adults.

**3. Origin of issue:**

**Council Member(s):** Vorreiter

**General Plan:** \_\_\_\_\_

**City Staff:** \_\_\_\_\_

**Board or Commission (identify name of the advisory body from the list below):** \_\_\_\_\_

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Recreation Commission recommended deferring this study issue.**

**Board or Commission ranking comments:**

This study issue was proposed after the Parks and Recreation Commission ranked Study Issues for 2003.

City Council recommended deferral of this issue for study until after calendar year 2003.

The Parks and Recreation Commission recommended deferral of this issue for study until after calendar year 2004.

The Parks and Recreation Commission recommended deferral of this issue for study until after calendar year 2005 due to budgetary constraints faced by the City.

4. Multiple Year Project? Yes ☒ No ☐ Expected Year Completed 2006

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 220

(b) Estimated work hours from consultant(s) if applicable: 0

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance: 0

(e) Estimated work hours from other department(s):

Department: Public Safety 10

Department: Public Works 20

Department: \_\_\_\_\_

Total Estimated Hours: 260

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☐ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ☐

Parks and Recreation

(c) Is a Council Study Session anticipated? Yes ☐ No ☒

(d) What is the public participation process?

Public participation will be provided through the Parks and Recreation Commission meetings and Council public hearings.

7. Cost of Study: Please mark appropriate item below. \$700 (local travel)

☒ Costs covered in operating budget - 640, 642- Recreation

☐ Costs covered by project - <project name>

☐ Budget modification needed for study - <\$ Amount>

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none       | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         |                     |               |                |                 |                |
| Operating expenditure range       | Determined by study |               |                |                 |                |
| New revenues/savings range        |                     |               |                |                 |                |
| Explain impact briefly:           |                     |               |                |                 |                |

**9. Staff Recommendation for this calendar year:**

**“For” Study \_\_\_ Explain:**

**“Against” Study X Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

Hosting the California Senior Games in Sunnyvale is definitely an idea worthy of further pursuit as it could fit in very well with an expansion of programs to emphasize health and fitness for our senior population. It would, however, be a significant undertaking and require considerable resources to recruit a large number of volunteers to host the games and, most significantly, the staff time for advance planning, organizing and conducting the games would exceed the time currently allocated for coordinating any of the City's special events.

Staff recommends deferring this issue to a future year because there is no way to simply absorb the Senior Games into our existing service delivery. This would represent a significant increase in service levels, and now, as the City faces several fiscal challenges in the coming year, is not the best time to propose adding new services. In addition, there has been a dramatic increase in Senior Center membership since the new facility opened in 2003 and that has placed an increase in demands for services and staff attention. Staff recommends postponing further exploration into hosting the Senior Games until such time as the City's financial crisis is past and the budget and staff will be in a better position to accommodate it.

**No Recommendation \_\_\_**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

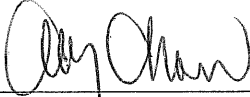


Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

## New

**Previous Year (below line/defer)      X**

**Issue:** Potential Open Space Sports Field at Peterson Middle School Site

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Recreation and Open Space Sub-Elements

**1. What are the key elements of the issue? What precipitated it?**

This issue is precipitated by Santa Clara Unified School District, which has requested that the City consider partnering with the District and/or a possible private enterprise to manage, develop and/or maintain a portion of the Peterson Middle School field for community recreational use. The study would also explore the possibility of purchasing this acreage from the District for City use. Comprising an estimated 16 acres of open space, [approximately 9 of the existing 25 acres will likely be used by the District for school purposes] this site represents one of very few remaining opportunities to develop a large open space in Sunnyvale. Such an open space could help to meet the recreational needs of the community. (Please see “Staff Recommendation” for related comments.)

**2. How does this relate to the General Plan or existing City Policy?**

**From the General Plan, Recreation Sub-Element:**

**GOAL E.** Provide and maintain recreation facilities based on community need, as well as on the ability of the City to finance, construct, maintain, and operate these facilities now and in the future.

**From the General Plan, Open Space Sub-Element:**

**GOAL D. Cooperate with and support the four school districts which serve Sunnyvale in order to continue to access school sites and facilities by people who live, work, or visit in Sunnyvale for suitable, safe and consistent recreational use and enjoyment.**

**POLICY C.2. Provide, develop and maintain Athletic/Play Fields**

### 3. Origin of issue:

**Council Member(s):**

### General Plan:

**City Staff:**

Quarterly joint staff meetings  
between the City and the Santa  
Clara Unified District.

**Board or Commission (identify  
name of the advisory body from  
the list below):**

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and  
Human Services, Library, Parks and Recreation, Personnel and Planning)

**Parks & Recreation Commission recommended dropping this study issue.**

**Board or Commission ranking comments:**

The Parks and Recreation Commission ranked this issue in conjunction with  
developing a sports complex on the Patrick Henry School site as No. 10 out of 10  
issues ranked for Council consideration in 1999.

The Parks and Recreation Commission recommended Council drop this Study Issue  
from consideration in 2000, due to the high cost of a sports complex and priority  
relative to other issues.

The Parks and Recreation Commission recommended that Council drop this Study  
Issue from consideration in 2005 noting the high cost of the study and that it could  
always be considered again in the future when the City is in a better financial  
position.

4. Multiple Year Project? Yes \_\_\_ No \_\_\_ \* Expected Year Completed \_\_\_\_\_  
Possibly \_\_\_\_\_
5. Estimated work hours for completion of the study issue (use 5 or 8-hour  
increments):
- |  |     |
|--|-----|
| (a) Estimated work hours from the lead department          | 400 |
| (b) Estimated work hours from consultant(s) if applicable: | 300 |
| (c) Estimated work hours from the City Attorney's Office:  | 30  |
| (d) Estimated work hours from Finance:                     | 0   |
| (e) Estimated work hours from other department(s):         |     |
| Department: Community Development                          | 20  |
| Department: Public Works                                   | 100 |
| Department:  |     |
| Total Estimated Hours:                                     | 850 |
6. Expected participation involved in the study issue process?



(a) Does Council need to approve a work plan? Yes X No    

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No    

Parks and Recreation Commission

(c) Is a Council Study Session anticipated? Yes     No X

(d) What is the public participation process?

Neighborhood Meetings

Parks and Recreation Commission Public Hearing

City Council Public Hearing

**7. Cost of Study: Please mark appropriate item below. \$ 50,000**

    Costs covered in operating budget - <program name>

    Costs covered by project - <project name>

X Budget modification needed for study - \$50,000

**Explain below what the additional funding will be used for:**

**8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:**

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         |               |               |                |                 | X              |
| Operating expenditure range       |               |               |                | X               |                |
| New revenues/savings range        | Unknown       |               |                |                 |                |

## POTENTIAL OPEN SPACE SPORTS FIELD AT PETERSON MIDDLE SCHOOL SITE

**Explain impact briefly:**

Dependent on outcome of study, Capital Budget Costs could be \$3,200,000 (estimate) to tens of millions for purchase. [Rough project cost estimates were provided by Beals Landscape Architecture, Inc., and based on recent developments of similar projects for Bay Area municipalities (1998 dollars). Project costs based on a very rough average of \$200,000 per acre, assuming a maximum of 16 acres, and includes costs associated with development of parking, concession buildings, etc. Costs would be less for fewer acres, and would be based on \$150,000 per acre if they were for fields only (no parking/buildings).] More exacting costs are to be determined by the study.

Dependent on outcome of study, new annual operating costs could be \$160,000 [based on a very rough average of \$10,000 per acre, assuming a maximum of 16 acres.]

New revenues and/or savings are unknown.

**9. Staff Recommendation for this calendar year:**

**“For” Study ☐ Explain:**

**“Against” Study ☒ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:**

The City's Open Space Sub-Element (one component of the City's General Plan) provides policy guidance in this area—in fact, one of the primary purposes of the Open Space Sub-Element is to identify current and future open space needs. While the existing Open Space Sub-Element does not identify needs likely to be served by the Peterson Middle School fields, the Sub-Element is due to be revised prior to the completion of calendar year 2005.

Staff recommends against this study pending the revision of the Open Space Sub-Element. The revised Sub-Element will advise the City regarding its future open space needs and enable staff and Council to better determine whether or not a study of possible Peterson Middle School scenarios might help the City achieve a desired future condition. Staff believe such a study would be premature prior to completing the Open Space Sub-Element revision.

**No Recommendation ☐**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

*Reviewed by*



**Department Director**

*10-26-04*

**Date**

*Approved by*



**City Manager**

*11/9/04*

**Date**

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

## New

**Previous Year (below line/defer)      X**

**Issue:** Update of Arts Sub-Element

**Lead Department:** Parks and Recreation

**General Plan Element or Sub-Element:** Arts Sub-Element

**1. What are the key elements of the issue? What precipitated it?**

The Arts Sub-Element was last updated in 1995. As a general practice, Sub-Elements are updated every 5 to 10 years, depending on how much trends and other conditions in Sunnyvale have changed. An updating of the Arts Sub-Element would involve looking at recent census data and current studies of trends; evaluate success in meeting existing Sub-Element goals, consider whether the goals are still relevant and what modifications might be needed; and check for consistency with other City planning and policy documents. An update would also involve a needs assessment in the arts area.

**2. How does this relate to the General Plan or existing City Policy?**

While there is no one Arts Sub-Element Goal, policy or action statement which specifically calls for an update every 5 years, the Legislative Management Sub-Element calls for:

**7.3A.1c Review and update each General Plan Sub-Element approximately every 5 years.**

### 3. Origin of issue:

**Council Member(s):**

### General Plan:

## General Plan

**City Staff:**

**Board or Commission (identify name of the advisory body from the list below):**

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

**Board or Commission ranking comments:**

Arts Commission ranked this issue No. 5 out of 5 issues ranked for Council consideration for study in calendar year 2002.

The Arts Commission ranked this issue No. 3 (tied with study issue Exploration of Youth Rates for Recreation Programs and Activities) out of 4 issues ranked for Council consideration for study in calendar year 2004.

The Arts Commission recommended deferral of this issue for study until after calendar year 2005, noting it would be best to wait until the Recreation and Open Space Sub-Element updates are completed since many of the goals and action items would also apply to the Arts Sub-Element.

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(d) Estimated work hours from Finance: 0

Department:

**6. Expected participation involved in the study issue process?**

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No

(c) Is a Council Study Session anticipated?

Yes ☒No ☐

(d) What is the public participation process?

Public Hearings through Arts Commission and City Council meetings; Additional outreach for needs assessments – likely an ad hoc advisory group and focus groups.

**7. Cost of Study: Please mark appropriate item below.**☐ Costs covered in operating budget - <program name>☐ Costs covered by project - <project name>☒ Budget modification needed for study - \$55,700**Explain below what the additional funding will be used for:**

Additional funding will be used to cover costs for additional hours provided by consultant services or staff and approximately \$22,100 for printing copies of the final report.

**8. Potential fiscal impact to implement recommendations in the Study**

approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range         |               |               |                |                 |                |
| Operating expenditure range       |               |               |                |                 |                |
| New revenues/savings range        |               |               |                |                 |                |
| Explain impact briefly:           |               |               |                |                 |                |

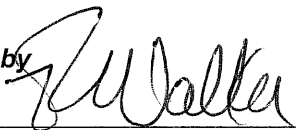
**9. Staff Recommendation for this calendar year:****“For” Study \_\_\_ Explain:****“Against” Study X Explain.** If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

While there are sections of the Arts Sub-Element worth rewriting, overall it still serves as an effective policy guide. Staff recommends deferral of this Study Issue until a later date given the relative priorities of Departmental issues. Additionally, the policies outlined in the Arts Sub-Element overlay the policies of the broader Recreation Sub-Element. It is reasonable to complete the update of the Recreation Sub-Element prior to beginning work on the Arts Sub-Element.

**No Recommendation \_\_\_**

*Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.*

Reviewed by

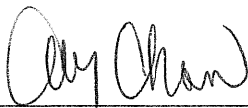


Department Director

10-26-04

Date

Approved by



City Manager

11/9/04

Date